

WHAT IS CLAIMED IS:

- 1 1. A method for using a computer system to create a presentation of
2 subject matter, the computer including a display screen, processor and user input device,
3 wherein the user input device controls a cursor on the display screen, the method comprising
4 generating a first screen display of the subject matter;
5 storing at least a portion of the first screen display along with the cursor
6 position at the time of storing;
7 generating a second screen display of the subject matter;
8 storing at least a portion of the second screen display along with the cursor
9 position at the time of storing;
10 displaying the stored portion of the first screen display along with a display of
11 both cursor positions; and
12 accepting signals from the user input device to allow manipulation of the
13 cursor position to specify cursor animation during playback of the presentation.
- 1 2. The method of claim 1, further comprising
2 accepting signals from the user input device to specify a cursor transition
3 during playback.
- 1 3. The method of claim 1, further comprising
2 accepting signals from the user input device to display text in association with
3 a screen display.
- 1 4. The method of claim 1, further comprising
2 compressing the presentation prior to playback.
- 1 5. The method of claim 1, further comprising
2 wherein the step of generating a first screen display of the subject matter
3 includes a substep of executing an application program to generate the first screen display.
- 1 6. An apparatus for creating a presentation of subject matter, the apparatus
2 comprising
3 a computer including a display screen, processor and user input device,
4 wherein the user input device controls a cursor on the display screen;
5 instructions for generating a first screen display of the subject matter;
6 instructions for storing at least a portion of the first screen display along with
7 the cursor position at the time of storing;

8 instructions for generating a second screen display of the subject matter;
9 instructions for storing at least a portion of the second screen display along
10 with the cursor position at the time of storing;
11 instructions for displaying the stored portion of the first screen display along
12 with a display of both cursor positions; and
13 instructions for accepting signals from the user input device to allow
14 manipulation of the cursor position to specify cursor animation during playback of the
15 presentation.

1 7. A computer-readable media for directing a computer system to create a
2 presentation of subject matter, the computer including a display screen, processor and user
3 input device, wherein the user input device controls a cursor on the display screen, the
4 computer-readable media comprising
5 instructions for generating a first screen display of the subject matter;
6 instructions for storing at least a portion of the first screen display along with
7 the cursor position at the time of storing;
8 instructions for generating a second screen display of the subject matter;
9 instructions for storing at least a portion of the second screen display along
10 with the cursor position at the time of storing;
11 instructions for displaying the stored portion of the first screen display along
12 with a display of both cursor positions; and
13 instructions for accepting signals from the user input device to allow
14 manipulation of the cursor position to specify cursor animation during playback of the
15 presentation.

1 8. A method for including advertising in a presentation of information on a
2 computer, the method comprising
3 using an authoring program to generate a presentation for playback on a
4 computer system;
5 inserting a link to an advertisement source into the presentation; and
6 displaying an advertisement obtained from the advertisement source during
7 playback of the presentation.

1 9. The method of claim 8, wherein the advertisement source is an ad server
2 coupled, by the Internet, to a computer playing back the presentation.

1 10. The method of claim 8, wherein the advertisement source is in a file or
2 files associated with the presentation during playback on a standalone computer.

1 11. A computer-readable media for directing a computer system to include
2 advertising in a presentation of information on a computer the computer-readable media
3 comprising

4 instructions to allow using an authoring program to generate a presentation for
5 playback on a computer system; and

6 instructions for inserting a link to an advertisement source into the
7 presentation.